

**Riverside General Plan Program
Magnolia/Market Corridor Subcommittee**

**Meeting #3 -- Minutes
Wednesday, October 15, 2003
Mayor's Ceremonial Room, 7th Floor, City Hall
3900 Main Street, Riverside**

On Wednesday, October 15th, 2003, the Riverside General Plan Magnolia/Market Corridor Subcommittee held its third meeting. The meeting was led by City Planning Department staff and The Arroyo Group (members of the CBA consultant team). The following people were in attendance:

Magnolia/Market Corridor Subcommittee Members:

Randy Akes
Ian Davidson
Bill Galloway
Manuel Carrasco

City Planning Staff:

Ken Gutierrez
Craig Aaron
Diane Jenkins
Robert Laag

The Arroyo Group:

Larry Morrison

As the first order of business, the minutes of the August 18, 2003 Magnolia/Market Corridor Subcommittee meeting were approved with no changes.

The focus of the meeting was to review the land use recommendations made by the Subcommittee to the CAC and the CAC's responses to those recommendations.

The meeting began with Larry Morrison of The Arroyo Group making a PowerPoint presentation, which illustrated various densities of residential and mixed-use (residential over retail) development. This presentation had been requested at the last Subcommittee meeting to provide background for the consideration of residential densities at this meeting.

Following the PowerPoint presentation, a discussion was held related to the seven Districts of the Magnolia/Market Corridor Study. The comments of the Subcommittee for each area were as follows:

Downtown

- No comments.

Wood Streets

- No comments.

Magnolia Center

The discussion focussed on the following areas within Magnolia Center

CAC Recommendation:

Expand the MU (R/O) designation eastward along Dewey Avenue.

The Subcommittee concurred with this CAC recommendation.

CAC Recommendation:

Keep the existing land use designations of Institutional, commercial and office on the separate areas around the intersection of Jurupa Avenue and Brockton Avenue

The SUBCOMMITTEE proposes a combination of their prior recommendation with the current suggestion from the CAC. This combination would allow the current institutional, commercial and office uses in the MU (R/O) (Retail/Office) area while allowing residential uses to support the retail activity of the new Riverside Plaza as well as provide support for a viable bus rapid transit corridor along Magnolia/Market. Another type of land use designation reflecting a diversity of uses would be appropriate.

CAC Recommendations:

Eliminate Residential as a proposed allowable use in the MU (R/R) (Retail/Residential) between Central Avenue and Nelson Street.

Eliminate Residential as a proposed allowable use in the two proposed Mixed-Use (Residential/Office) areas located north and south of Arlington Avenue.

The SUBCOMMITTEE requests that the CAC reconsider allowing residential uses in all three of these areas as a support for both the Riverside Plaza and Brockton Arcade vicinity retail uses as well as being a support for a viable bus rapid transit corridor along Magnolia/Market. Also, these areas are experiencing some deterioration with vacant lots, vacant buildings and aging structures. It was felt that residential use, as an option would support revitalization.

The area adjacent to White Park in Downtown was cited as an example of how office and residential uses can mix most successfully.

Magnolia Heritage

The discussion focused on the following areas within Magnolia Heritage

CAC Recommendation:

Allow Mixed Use with Office and Residential at the Southwest Corner of Magnolia Avenue and Adams Street. i.e., MU (R/O) instead of HDR (High Density Residential

The Subcommittee concurred with this CAC recommendation.

CAC Recommendation:

Create a Commercial/Office Mixed Use Area on the south side of Adams Street between the Freeway and the Area noted above.

The Subcommittee concurred with this CAC recommendation.

CAC Recommendation:

Retain the Single Family Uses on the north side of Magnolia Avenue between Monroe Street and Melody Lane

The Subcommittee concurred with this CAC recommendation.

CAC Recommendation:

Limit the Residential Densities on both sides of Magnolia Avenue between Hoover Street and Adams Street to 20 du (dwelling units) per acre.

The Subcommittee requests the CAC's reconsideration of this density limit. The Subcommittee observed that more than 20 units per acre would:

- be necessary to realize the replacement of aging apartments;
- support the Bus Rapid Transit Corridor; and
- be appropriate for deeper parcels.

However, it was agreed that 20 units per acre might be appropriate for some of the more shallow parcels. A varied approach for different locations is needed.

Arlington

- No comments

Galleria

- No comments

La Sierra

CAC Recommendations:

Use the Mixed Use Designation allowing Industrial and Commercial Uses rather than the proposed IBP (Industrial/Business Park) around the intersection of Magnolia Avenue and Pierce Street

Use the Mixed Use Designation allowing Industrial and Commercial Uses rather than the proposed IBP (Industrial/Business Park) for the Parcel Southwest of Magnolia Avenue and Filmore Street

The Subcommittee concurred with both of these CAC recommendations.

Discussion of Converting the Magnolia/Market Corridor Study to a Specific Plan

Ken Gutierrez began this discussion by observing that the unique qualities of the Magnolia/Market Corridor and the kinds of issues raised by both the SUBCOMMITTEE and the CAC could be best dealt with through a Specific Plan.

Such a Specific Plan could:

Precisely tailor the land uses allowed to fit the desired character for each of the seven land use districts

Provide more focussed residential density recommendations with design guidelines, which could reflect the varying lot sizes and depths along the corridor, as well as the special edge conditions with the adjacent residential neighborhoods.

Address the non-land use issues, which the Subcommittee has brought up at their meetings such as:

- appropriate street right-of-way and landscape treatments to unify the corridor while recognizing the unique identity of each district
- appropriate locations for bus shelters, land use and pedestrian circulation relationships with the bus rapid transit stops
- definition of solutions to major traffic problems and opportunities such as the “fly trap” intersection and the frontage roads

- potential creation of appropriate gateways/markers for other neighborhoods along the Corridor as has been done in the Woods Street area
- bringing in specific applications of concepts from the General Plan related to Open Space, Public Art, etc.

Following discussion of the potential utility of converting the Magnolia/Market Study to a Specific Plan, the Subcommittee unanimously voted to have staff pursue the potential for this to be accomplished.